

BACK TO THE FUTURE



**BEING A USER RESEARCHER
IN THE PAST, PRESENT
& FUTURE**

SABRINA DUDA

26 AUGUST 2021

USER RESEARCHER & PSYCHOLOGIST



Sabrina Duda



STEVEN SPIELBERG Presents

BACK TO THE FUTURE

A ROBERT ZEMECKIS Film

He was never in time
for his classes...

He wasn't in time
for his dinner...

Then one day...
he wasn't in his
time at all.



"BACK TO THE FUTURE" Starring MICHAEL J. FOX

CHRISTOPHER LLOYD · LEA THOMPSON · CRISPIN GLOVER

Written by ROBERT ZEMECKIS & BOB GALE Music by ALAN SILVESTRI Produced by BOB GALE and NEIL CANTON

Executive Producers STEVEN SPIELBERG KATHLEEN KENNEDY and FRANK MARSHALL



Directed by ROBERT ZEMECKIS



A UNIVERSAL Picture

Soundtrack Available on MCA Records and Cassettes Read the BOOK! PARENTAL GUIDANCE SUGGESTED

THE PAST

MSC PSYCHOLOGY

Engineering Psychology /
Cognitive Ergonomics
& Computer Science

HUMBOLDT-UNIVERSITÄT
ZU BERLIN



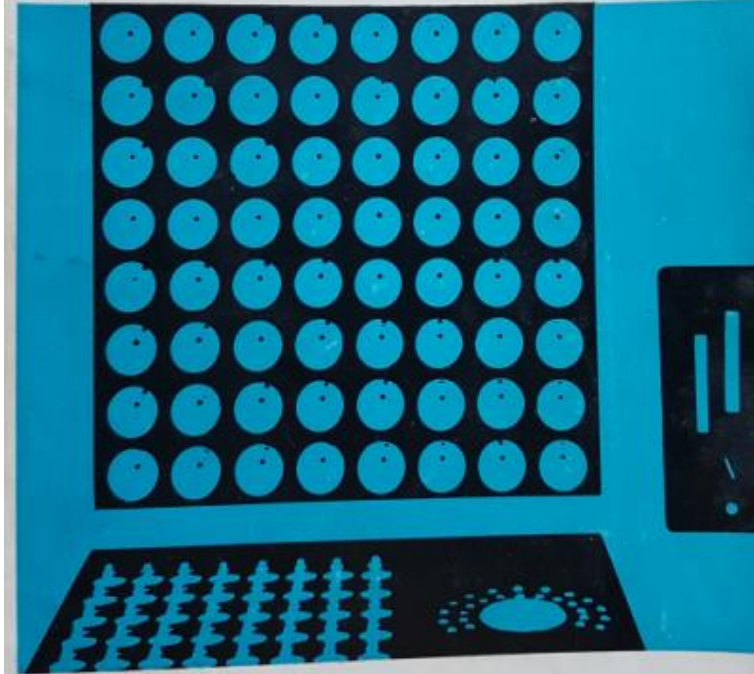
ENGINEERING PSYCHOLOGY



INGENIEURPSYCHOLOGIE
UND VOLKSWIRTSCHAFT

KLIX
SIEBENBRODT
TIMPE

1966



VEB DEUTSCHER VERLAG DER WISSENSCHAFTEN



1998

**Master's thesis
about edutainment**



My professor:

Prof. Hartmut Wandke



Duda, S. (1998). Design and Empirical Testing of a Checklist for the Evaluation of Multimedia Software for Children. In: Sutcliffe, A., Ziegler, J. & Johnson, P. (Eds.), Designing Effective and Usable Multimedia Systems. Boston et al.: Kluwer Academic Publishers.



**Founders of eye square
with investors in 2003**

1999

**i&i / eye square:
Usability & image research**



Mobile Usability Report

Fit Service to User to Device & Reduce to the Max!

Eine empirische Studie zur Usability von WAP-Diensten in Deutschland.
Mit Empfehlungen für Manager und Entwickler mobiler Datendienste.



Autoren:

eye square

Mobile Economy

mobiliser.org

Sponsoren:

libreco

webicon

Vertrieb:

mobileview

Click Online

BUSINESSVILLAGE

BusinessVillage eDoc Bestellnummer EB-200 (Onlineversion), PB-200 (Printversion)
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Siemens S35i



Motorola Timeport



Nokia 6210



2000

Mobile services research

Usability testing & the first eye tracking studies

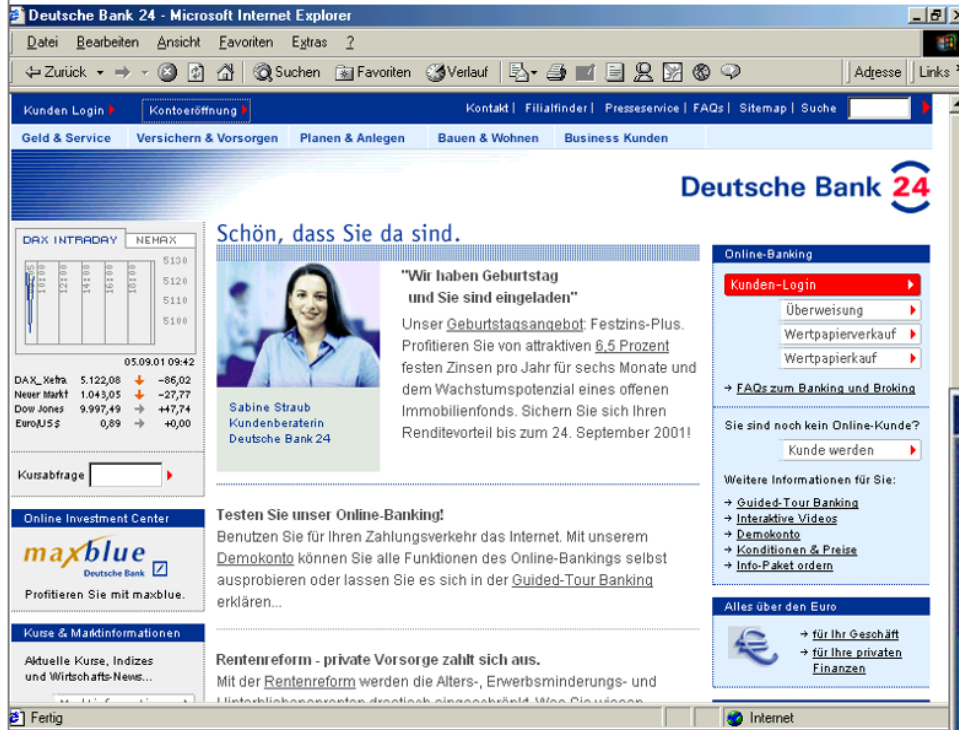


2 Eyetracking Ergebnisse: ProSieben Singletrailer

September 2000

Gesichter und Personen werden bevorzugt angeblickt





2001

2002



Where we have conducted studies so far...



- Germany
- Austria
- Switzerland
- Norway
- Poland
- Russia
- Japan
- China
- Taiwan
- Malaysia
- Indonesia
- Korea

- Belgium
- France
- Italy
- Spain
- Great Britain
- USA



UX research is global, lots of travelling in the past!

2004

eye square 顾客研究



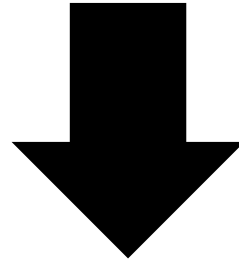
eye square 是一家位於柏林的国际市场研究公司。
eye square -您的顾客研究和目光跟踪分析专家!



eye square 可用性与品牌研究!



UXPA
was founded in 1991 as UPA
(Renamed in 2012)



German UPA
was founded in 2002





eye square



World Usability Day

3. November 2005 • Making It Easy!

Usability in der Praxis: Methoden und Anwendungsbereiche

Berlin, 3. November 2005

UXPA established the World Usability Day in 2004

2005







13. November 2014

Engaging the User

2014: over 800 participants, 30 speakers, big brand sponsors

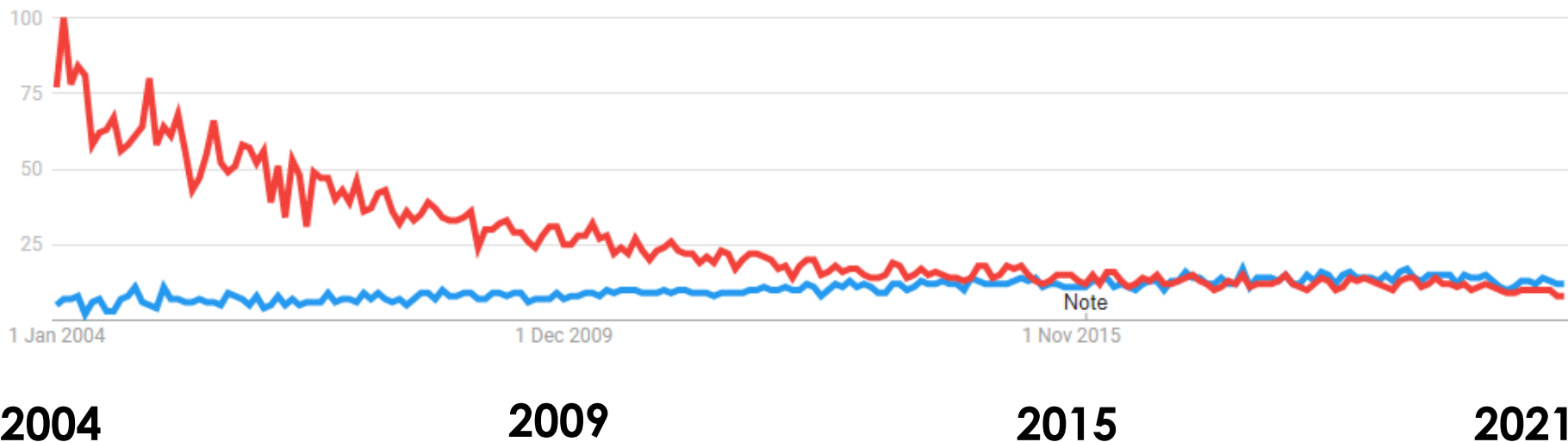


From usability to user experience

Worldwide search

usability

user experience



UX Researcher trending

Worldwide search

ux researcher



Usability Consultant



UX Researcher



User Researcher



Making
interfaces
usable

Usability testing

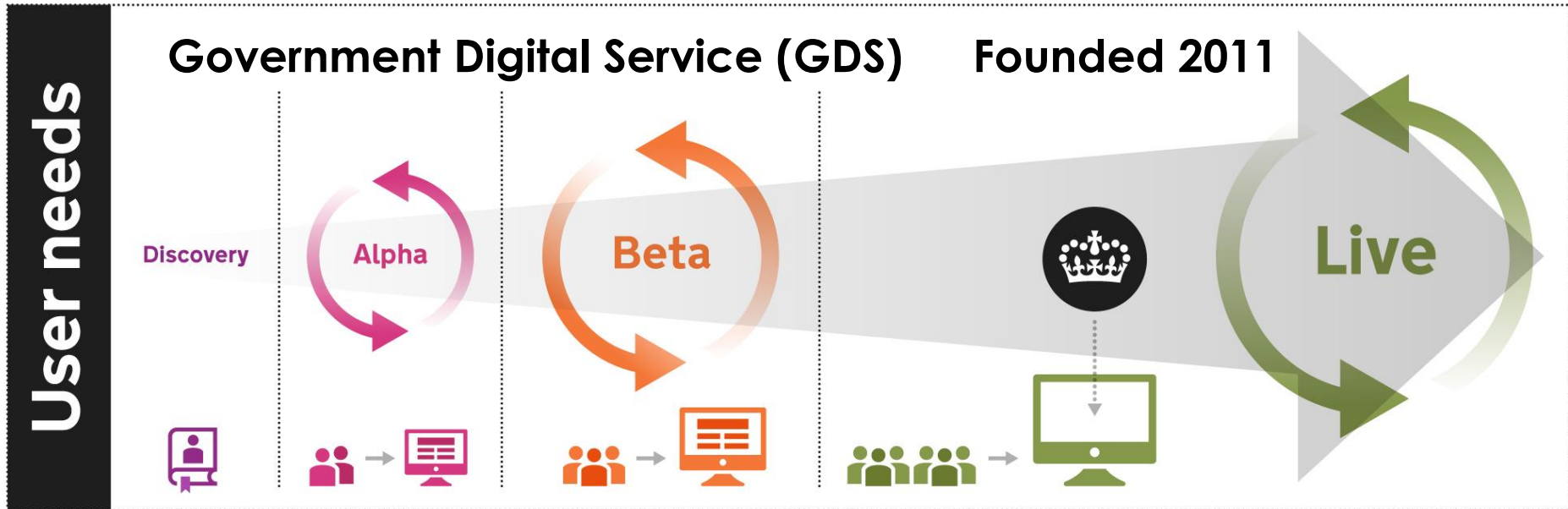
Optimising
digital
experiences

Digital experience
research

Optimising
the whole
user journey

Discovery research

GDS have been driving importance of user research



2017/2018

Zebra Salary Report

“For the first time since we launched our Salary Survey, we’ve allocated a separate section specifically for User Research due to the ever-demanding increase for both permanent and freelance positions.”

Education of user researchers

- Approx. 90% of user researchers in the UK have a master's degree or a PhD
- 12% have a PhD
- 45% of researchers are not UK citizens

Degree in:

- Psychology
- Social Sciences
- HCI
- Design, Arts or Philosophy

UX Researcher Persona

UX Researcher *Based on study respondents*



Top Skills

- Research
- Writing
- Public speaking

Most Desired Skill

Visual design

Background

Undergraduate degree, often in social sciences (psychology, sociology, anthropology) or humanities

Regular Activities

- Qualitative usability tests
- Interviews
- Field studies
- Surveys

THE PRESENT


Before the pandemic



Before the pandemic



Remote moderated interview with Lookback



Search

[Data and information](#)[Systems and services](#)[News and events](#)[About NHS Digital](#)

NHS Digital

> Systems and services

> Cyber security project

> Secure boundary service

Secure boundary service

Our free secure boundary service is a perimeter security project supporting NHS organisations. Find out how we can help you secure your organisation.

Page contents

[Top of page](#)[About our secure boundary service](#)[Benefits](#)[How the service is being developed](#)[How it works](#)[Components](#)[Capabilities](#)[Register for the service](#)

About our secure boundary service

Our secure boundary service provides a perimeter security solution offering protection against security threats. It's free for NHS organisations.

This solution uses next generation firewall (NGFW) and web application firewall (WAF) protection to protect internet traffic from digital and cloud-based threats.

Benefits

Find out about the benefits of the secure boundary service.

00:47:18

STREAMING

End

Pause

User-13-Rob-23.03.20

in

Made in

Visibility

Increased v

etter manage their

During pandemic

Group 1

- Joel R.
- Shanna K.
- Madi K.
- Katherine R.
- Shipi D.

Guest Designer

Guest Painter

Guest Explorer

Guest Muralist

Tasks:

- Define the problem
- Research question/hypothesis
- Research goals
- Research method
- Sample criteria & recruiting
- Timeline
- Research output/deliverables
- How to make sure to have an impact

Participants:

- Sabrina Duda
- Jen Romano
- Rebecca Destello
- Madi Kern
- Joel Rosado
- Ross Abplanalp
- Eve
- Kelly Co
- Joel Rosado
- Shipi Dhanorkar
- Joel Rosado
- Shanna K.
- Katherine R.
- Shipi D.
- Joel Rosado
- Shanna K.
- Katherine R.
- Shipi D.
- Joel Rosado
- Shanna K.
- Katherine R.
- Shipi D.

Zoom Meeting

You are screen sharing

Stop Share

8%

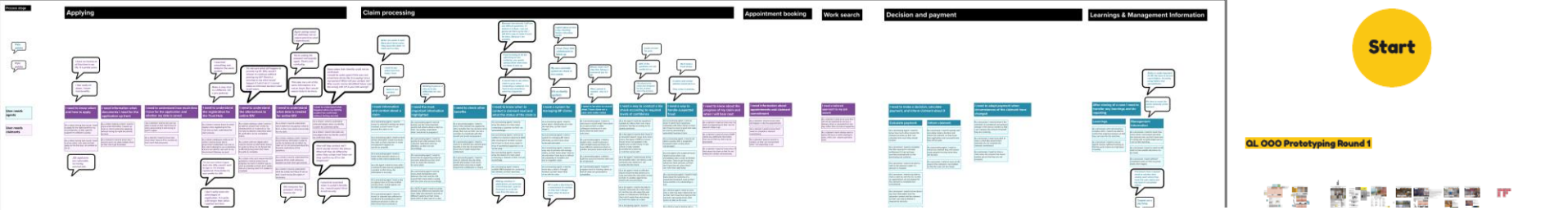
During pandemic



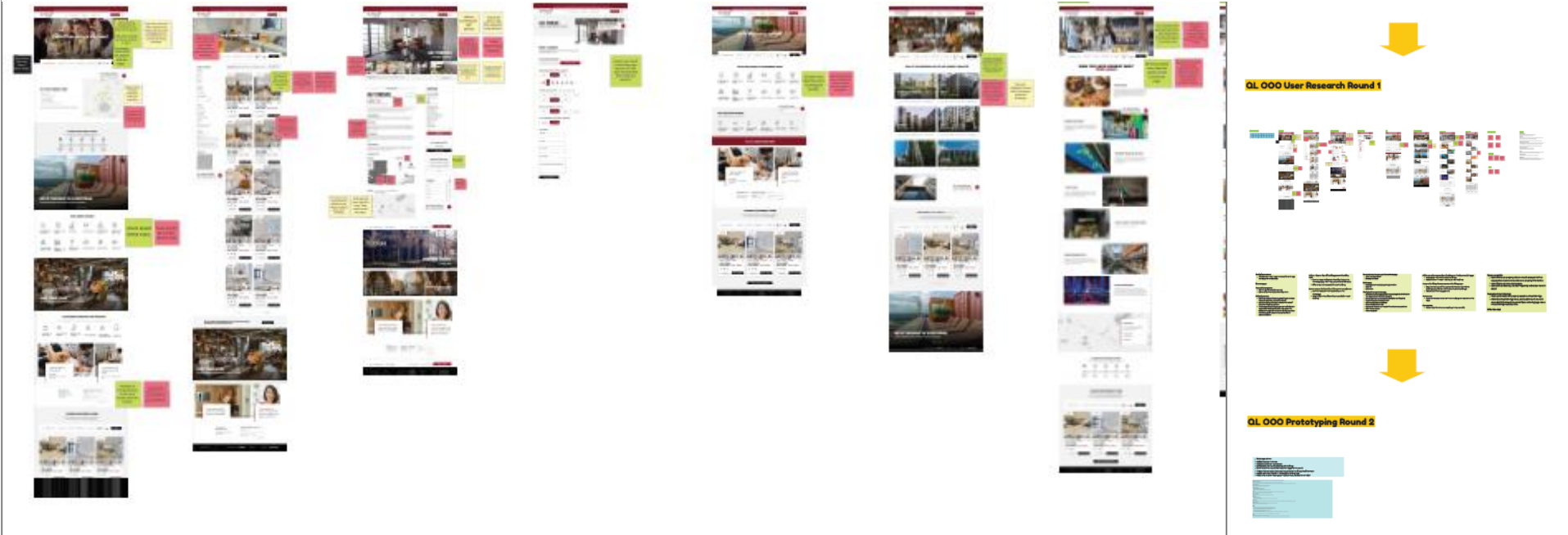
UX Tools

miro





User journeys & prototyping



THE FUTURE

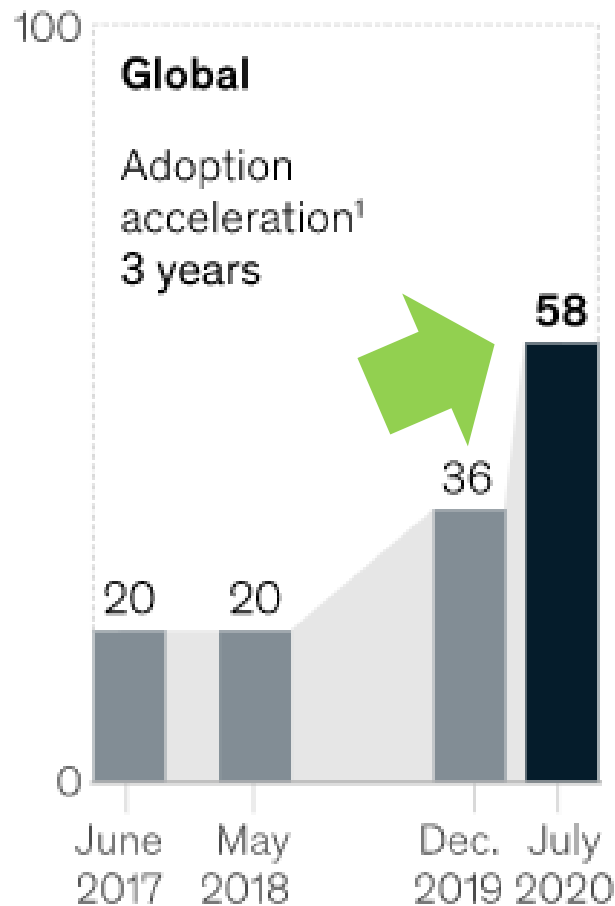
The COVID-19 crisis has accelerated the digitization of customer interactions by several years.

Average share of customer interactions that are digital, %

■ Precrisis ■ COVID-19 crisis

McKinsey
& Company

Survey 5 October 2020



UX one of three top jobs 2021

The Telegraph

News Business Sport Opinion Politics World Money Life Style Travel Culture



Family Women Columnists Men Cookbook Food & Drink Health & Fitness Education & Careers Tel Mag Cars Gardening More...

Looking for a career change? These are the top three jobs to get into in 2021

The 2021 jobs market will be tough, but some roles will be more sought after than others

Related Topics
Careers, Graduate jobs, Job
employment

Twitter Facebook WhatsApp Email 23

“Basically every business wants a UX specialist these days. We simply don't have enough well-trained UX specialists because it's a profession which has really taken off in the past few years so the marketplace is very, very competitive and most businesses can't get enough and struggle to retain them.”

Dr Charlie Ball, Head of Higher Education Intelligence, Prospects

593 job ads 'user experience researcher'



user experience researcher

United Kingdom

Search



Jobs ▾

Date Posted ▾

Experience Level ▾

Company ▾

Job Type ▾

Remote

Easy Apply

All filters

User experience researcher in United King...

593 results

Job Alert Off



User Experience Researcher

799 job ads 'user researcher'



What user researcher



Where uk

Date posted ▾

Posted By ▾

Remote ▾

Salary estimate ▾

Job type ▾

Job Category ▾

Location ▾

Company ▾

Upload your CV and easily apply to jobs from any device!

user researcher jobs in United Kingdom

Sort by: **relevance** - date

Page 1 of 799 jobs ?

Get new jobs for this search by email

Email address

1308 job ads 'ux researcher'

"Tech job openings increased 13.4 percent month-over-month. This large increase is driven primarily by shifting consumer demand for e-commerce and other online services."

August 2020, Glassdoor report

glassdoor

UX Researcher

Jobs Companies Salaries Interviews

All Job Types Posted Any Time 25 Miles

Ux researcher Jobs in United Kingdom

1,308 Jobs

Just Eat
Senior UX Researcher
London, England
£47K - £70K (Glassdoor Est.)
4.0 ★
Top Company 24h

The Future

NEXT EXIT



UX

REMOTE & HYBRID WORKING

Working well together as a team is now even more important!

- Managers need to put more effort into creating team cohesion.
- Successful employees need very good communication skills, more proactivity, and need to make more effort to connect with people.

What does it mean for a researcher?

- Remote user research: skills and effort needed to create a connection with the user and extract insights.
- More effort to communicate insights.
- Design discussions and workshops need to be more planned.

A researcher might be switching between doing remote user interviews at home and team workshops in the office.

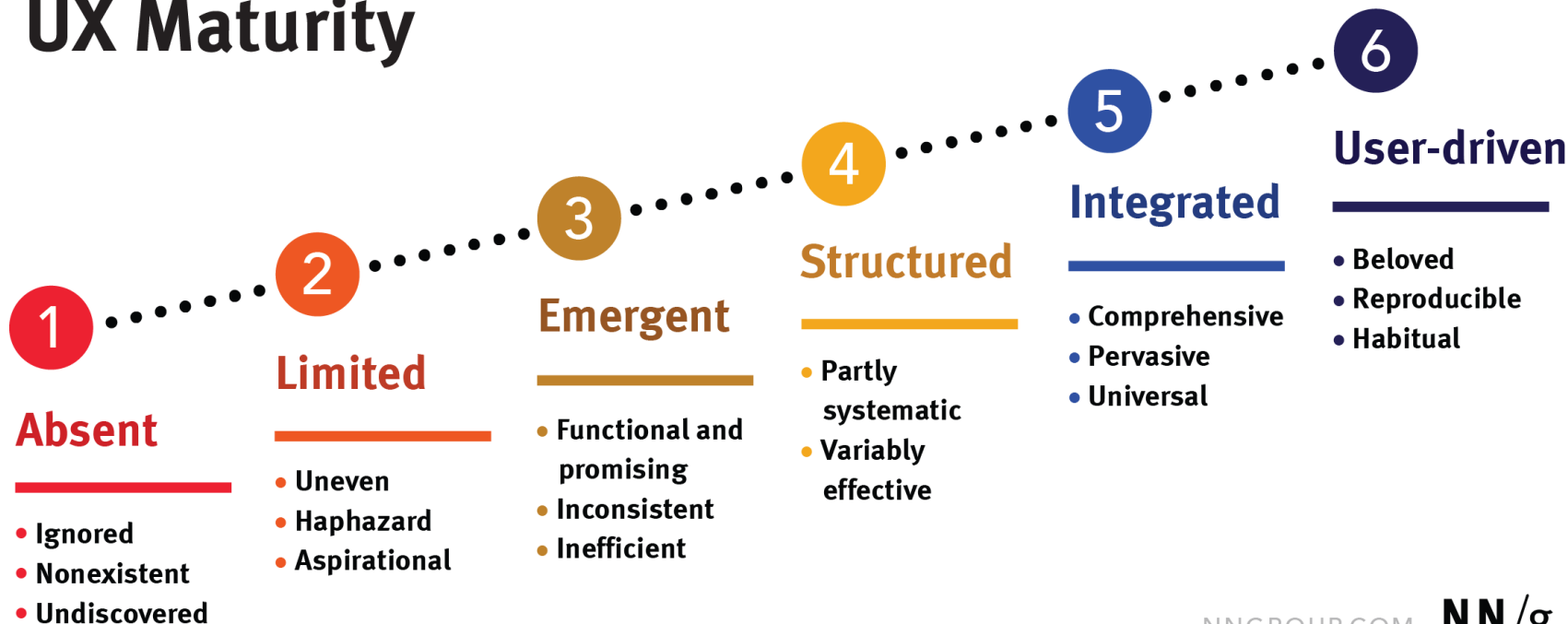
SCOPE OF WORK & RESPONSIBILITY EXPANDING

- More involved in development process and working more closely with other functions.
- More cross functional teams.
- Less agency work, more in-house jobs, because more integrated working.
- Researcher more involved in design activities (design sprints), creating journey maps, using more quant data and working with data analysts.
- User research will become more important for company strategy and will be more represented in top management - when UX maturity of the company is rising.

UX AS A STRATEGY

User-driven: Dedication to UX at all levels leads to deep insights and exceptional user-centred-design outcomes.

Stages of UX Maturity



User Inexperience

MAY 1, 2017



THANK YOU!

www.smiling.club

sabrina@smiling.club

www.linkedin.com/in/sabrinaduda

*Now, questions please, or contact
me for further discussions!*

